

Ch 1 Organisations & Data Management

Collecting Data Online, p3

1. Why do organisations collect data?

Organisations collect data to shorten the time required to fill out forms, find out more information about the customer.

2. Explain the advantages to be gained from collecting data online in terms of both efficiency and effectiveness.

Efficiency; eliminating the hardcopy barrier, makes it easier for the customer to enter their data in a way that is more convenient for them, data is inputted straight into the database.

Effectiveness; Data is more accurate when the customer can enter their own data in, eliminating outside factors such as messy handwriting.

3. How are required fields generally indicated on an online form and why do organisations do this?

Required fields are generally indicated on an online form with an asterisk. Organisations do this because it is to ensure that all the required information is given.

4. What is a potential problem with direct input?

Inaccurate data, such as spelling errors, etc.

5. What other advantages are there for businesses in a global economy?

This enables businesses to expand their customer base and so opens up more marketing opportunities.

6. What other services are provided by businesses online?

Tracking information, allowing you to view the processing of your order. Booking options, such as booking a flight or hotel.

Why Users Supply Data for Online Transactions, p5

7. Elaborate under each of the following headings:

a. Convenience

Being able to purchase goods and services via websites, basically providing the customer with other options that may be easier.

b. Variety of choice

Purchasing online gives the customer a greater range of choice of goods and services than they may have available to them locally.

c. Reducing costs

This method may also reduce costs as it eliminates the cost of fuel and parking, time etc, as most online stores offer delivery.

Techniques used by organisations to acquire data online, p 9

8. Prior to web based forms, how did organisations collect data?

The customer would fill out paper forms to collect the data.

9. What is the role of data acquisition software?

To make online transactions as easy as possible for users.

User flow diagrams, p 11

10. What is the purpose of a user flow diagram?

A user flow diagram will document how a user will interact with an online solution.

11. Is using a UFD what is important?

Yes, it is important to show clearly the multiple entry points that could get a user to the beginning of a transaction straight through to when the transaction is completed.

Techniques for efficient and effective online data collection, p 13.

12. List some techniques for efficient and effective online data collection.

Keep it short, use of clear labels, validation checks, appropriate field types, mobile-friendly access, etc.

13. What tool is used to design a form prior to creating a data collection screen?

An annotated layout diagram will be used to design a form prior to creating a data collection screen.

Design Principles, p 15

14. To be efficient and effective a data collection form needs to conform to design principles of appearance and functionality; briefly elaborate under each of the following:

a. Appearance:

i. Alignment

Justifying text and placing objects such as input boxes and graphics in a way that guides the eye, making it easier for the user to follow the path of instructions.

ii. Repetition

Used to unify element of a layout, which is achieved by repeating patterns, textures and page elements.

iii. Contrast

The positioning of elements that are dissimilar beside each other, the greater the distance between an image or text and their surroundings, the more they stand out.

iv. Space

The area that separates onscreen objects, objects are spaced so they are easy to perceive.

v. Balance

All elements of a layout have a visual weight. If the elements on either side of the screen are of equal weight then we get visual balance. Balance is basically the overall outlooked view of the screen, is determined by the layout and positioning.

b. Functionality

i. Useability

1. Robustness

If there is a problem or a user needs to correct data or undo an action, then the system should be able to step back then forwards again without the user having to restart the entire transaction.

2. Flexibility

Having a user pre-emptive solution where the user initiates and controls the actions is considered more flexible than one where the solution does all the prompting and the user merely replies.

3. Ease of use

The solution must be easy enough for the user to be able to perform and learn new tasks.

ii. Accessibility

1. Navigation

Help users navigate and find content. The navigation system needs to be clear, simple and intuitive. Give users enough time to read and use content. This is especially true of information to users about the consequences of them clicking buttons that will finalise a transaction and/or process payment.

2. Error tolerance

Minimises the likeliness for the user to make a mistake or error.

'Make it hard for a user to make errors and avoid allowing actions that lead to errors. For example, grey out non-selectable options and ask for confirmation of major actions, such as a purchase, or a deletion of an account.'

3. What is the purpose of following the design principles?

To create efficient and effective website or form to should be used as guidelines.

Data Acquisition software, p 19

15. Elaborate on the nature of PHP and ASP server software.

A PHP allows the user to be in control of the information viewed. In essence, dynamic websites allows users to enter data to access text or images. Both PHP (Personal Home Page) and ASP (Active Server Page) are used to make websites dynamic and are used primarily on the server side of things. ASP is software that is based on the server.

16. What are back-end tools?

Back-end tools are pieces of data of the web sites visitors which provides information such as what web browser the visitor was using, how long was their stay and what they used on the website.

17. Describe the nature of a cookie.

A small file that a web server stores on the users' computer. Cookies typically contain data about the user, such as their email addresses and browsing preferences.

18. What is spyware?

Spyware is hard to detect, discreetly installed without a user's express permission, that collects small amount amounts of information about users without their knowledge.

Protection of rights, p 20

19. Why is it important that organisations keep data collected secure?

Organisations need to keep their data safe in order to protect their data from being lost. This is because there is the risk of legal issues if the information is lost, and in the worst case possible, the loss of business.

20. Elaborate on each of the following:

a. Security protocols

i. TLS, SSL & HTTPS

TLS (transport layer security): a protocol used to provide security for communications on the internet; several versions are popular with users of the world-wide web and email; its predecessor was SSL

SSL (secure socket layer): a protocol used to provide security for communications on the internet; several versions are popular with users of the world-wide web and email; it preceded TLS.

HTTPS (hypertext transfer protocol secure): HTTPS is HTTP (hypertext transfer protocol) that uses SSL/TLS to create a secure URL.

b. Privacy policies

A document which is usually found on a website that informs users why the organisation is gathering data, the purposes for which it will be used and how it will be stored, in accordance with the privacy act 1988.

c. Shipping and returns policies

Shipping and returns policies are used to assist the customers with how to proceed should the order not meet with their satisfaction.